



WMYV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 2509311

Schedule Dates

09/05/16-09/30/16

Advertiser

McCoy for Governor (30707)

Agency

Strategic Media Placement (5694)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

MCCRORY FOR GOV (195181)

Salesperson

Millennium/DC, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

PINK BRANT

Phone/Fax

/

CPE

4507

Account Types

National/Political Candidate Agency BRD

Billing Type

Weekly/Irregular

Comments

McCoy for Gov
Separation: Min minutes between spots: 30.
ANY MCCRORY

Greensboro (WMYV)

By Broadcast Month

Month	Spots	Rate
Sep. 2016	28	\$3,080.00
Oct. 2016	8	\$80.00
Grand Total:	36	\$3,960.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/05/16-09/09/16	4	:30	6:58-20P- Big Bang Theory	4	X	X	X	X	X			4	\$105.00	\$420.00	Greensboro (WMYV)	Big Bang	5/25/16
2.0	Normal Line / SPOT (1)	09/12/16-09/23/16	4	:30	6:58-20P- Big Bang Theory	1	1	1	1	1	1			10	\$105.00	\$1,050.00	Greensboro (WMYV)	Big Bang	5/25/16
3.0	Normal Line / SPOT (1)	09/26/16-09/30/16	4	:30	6:58-20P- Big Bang Theory	4	X	X	X	X	X			4	\$105.00	\$420.00	Greensboro (WMYV)	Big Bang	5/25/16
4.0	Normal Line / SPOT (2)	09/05/16-09/09/16	4	:30	7:28-25P- Big Bang Theory	4	X	X	X	X	X			4	\$115.00	\$460.00	Greensboro (WMYV)	Big Bang	5/25/16
5.0	Normal Line / SPOT (2)	09/12/16-09/23/16	4	:30	7:28-25P- Big Bang Theory	1	1	1	1	1	1			10	\$115.00	\$1,150.00	Greensboro (WMYV)	Big Bang	5/25/16
6.0	Normal Line / SPOT (2)	09/26/16-09/30/16	4	:30	7:28-25P- Big Bang Theory	4	X	X	X	X	X			4	\$115.00	\$460.00	Greensboro (WMYV)	Big Bang	5/25/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://bbg.net/?p=1224> to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE ☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, STRATEGIC MEDIA PLACEMENT
 being/on behalf of PAT MCCRORY, a legally
 qualified candidate of the REPUBLICAN political
 party for the office of NORTH CAROLINA GOVERNOR
 in the GENERAL
 election to be held on: NOVEMBER 8

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

PAT MCCORRY COMMITTEE

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

JOHN MASSACHUSETTS, TREASURER, CASSIE MORRISON, ASSISTANT TREASURER

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

5/16/16

Date

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Allison Aldred Allison Aldred TRX
Signature Printed Name Title